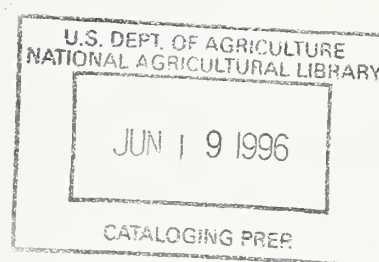


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**Measuring Consumer Knowledge and Risk Perceptions of
Food-Related Biotechnologies**

SURVEY INSTRUMENT

Deana Grobe
Oregon State University

Robin Douthitt
University of Wisconsin-Madison

Lydia Zepeda
University of Wisconsin-Madison

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May I speak to the person in your household who is 18 years or older and is primarily responsible for household meal planning?

We are calling to discuss your attitudes about different foods, your family's health, and new food technologies.

GEND [equiv RN7 position 2]

(INTERVIEWER: ENTER [bold]R'S[normal] GENDER)

- <1> MALE
- <2> FEMALE
- ===>

DIET

Over the past few years have you made any concerted efforts to improve your personal or family diet?

- <1> YES
- <2> NO [goto CANC]
- <8> DON'T KNOW [goto CANC]
- <9> REFUSED [goto CANC]
- ===>

CNG1

Have you made any of the following changes? First, have you or your family...
[bold]reduced the number of calories you eat[normal] ?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

CNG2

Have you made any of the following changes? Have you or your family... bold]reduced your fat intake[normal] ?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

CNG3

Have you made any of the following changes? Have you or your family... [bold]reduced your salt intake?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

CNG4

Have you made any of the following changes? Have you or your family... [bold]eaten more fruits and vegetables[normal] ?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

CNG5

Have you made any of the following changes? Have you or your family... [bold]eaten less red meat[normal] ?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

CNG6

Have you made any of the following changes? Have you or your family... [bold]eaten more chicken or fish[normal] ?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

CNG7

Have you made any of the following changes? Have you or your family... [bold]eaten more breads and grains[normal] ?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED

CNG8

Over the past few years have you made any OTHER concerted efforts to improve your personal or family diet?

- <1> YES
- <2> NO [goto WHY1]
- <8> DON'T KNOW [goto WHY1]
- <9> REFUSED [goto WHY1]
- ===>

CNG9 [no erase] [allow 2]

What did you do ?
 ===> [specify]

WHY1

Why did you make these changes? Did you make the changes...[bold]because a doctor recommended it?[normal]

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

WHY2

Why did you make these changes? Did you make the changes...) [bold]because of a response to a current personal or family health problem?[normal]

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

WHY3

Why did you make these changes? Did you make the changes...[bold]because of a concern about future personal or family health risks?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ===>

WHY4

Why did you make these changes? Did you make the changes... [bold]because of a concern about food safety?

- < 1 > YES
- < 2 > NO
- < 8 > DON'T KNOW
- < 9 > REFUSED
- === >

WHY5

Why did you make these changes? Did you make the changes... [bold]because of media attention given to health issues?[normal]

- < 1 > YES
- < 2 > NO
- < 8 > DON'T KNOW
- < 9 > REFUSED
- === >

WHY6

Are there any OTHER reasons you have made efforts to improve your personal or family diet?

- < 1 > YES
- < 2 > NO [goto CANC]
- < 8 > DON'T KNOW [goto CANC]
- < 9 > REFUSED [goto CANC]
- === >

WHY7 [no erase] [allow 2]

What are those reasons ?
 === > [specify]

CANC

Now we have a question about your and other household members' health.
 Do you or anyone in your household have a family history of cancer or heart disease?

- < 1 > YES
- < 2 > NO
- < 8 > DON'T KNOW
- < 9 > REFUSED
- === >

FDA

Are you familiar with the U.S. Food and Drug Administration, the FDA ?

- <1> YES
- <2> NO [goto TRS1]
- <8> DON'T KNOW [goto TRS1]
- <9> REFUSED [goto TRS1]
- ===>

JOB

How good a job do you think the FDA is doing to ensure the safety of new products introduced into the market? Do you feel they are doing a poor job, a fair job, a good job, or an excellent job?

- <1> POOR JOB
- <2> FAIR JOB
- <3> GOOD JOB
- <4> EXCELLENT JOB
- <8> DON'T KNOW
- <9> REFUSED
- ===>

TRS1

There are many ways that consumers educate themselves about food safety. Further, some people consider certain information sources as being more trustworthy than others. How about you? How trustworthy are the following food safety information sources to you? Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

[bold]First, the Food and Drug Administration (FDA) ?[normal] Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED
- ===>

TRS2

How trustworthy are the following food safety information sources to you? [bold]Next, farmer organizations? Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED
- ===>

TRS3

How trustworthy are the following food safety information sources to you? [bold]Next, physicians?[normal]

Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

TRS4

How trustworthy are the following food safety information sources to you?

[bold]Advertisements?[normal]

Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

TRS5

How trustworthy are the following food safety information sources to you? [bold]Nutrition information labels?[normal]

Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

TRS6

How trustworthy are the following food safety information sources to you? [bold]Journalists?[normal]

Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

TRS7

How trustworthy are the following food safety information sources to you? [bold]Food and drug related businesses?

Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

TRS8

How trustworthy are the following food safety information sources to you? [bold]The United States Department of Agriculture, the USDA ?[normal]

Would you say they were very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

- <1> VERY TRUSTWORTHY
- <2> SOMEWHAT TRUSTWORTHY
- <3> NOT VERY TRUSTWORTHY
- <4> NOT AT ALL TRUSTWORTHY
- <8> DON'T KNOW
- <9> REFUSED

==>

[# random assignment here

```
>ran1< [if RN1 eq <0> goto M1a]
        [if RN1 eq <1> goto M2a]
        [if RN1 eq <2> goto M3a]
        [if RN1 eq <3> goto M4a]
        [if RN1 eq <4> goto M5a]
        [if RN1 eq <5> goto M6a]
        [if RN1 eq <6> goto M7b]
        [if RN1 eq <7> goto M8b]
        [if RN1 eq <8> goto M9b]
        [if RN1 eq <9> goto M10b]
        [if RN1 eq <10> goto M11b]
        [if RN1 eq <11> goto M12b]
        [if RN1 eq <12> goto M13c]
        [if RN1 eq <13> goto M14c]
        [if RN1 eq <14> goto M15c]
        [if RN1 eq <15> goto M16c]
        [if RN1 eq <16> goto M17c]
        [if RN1 eq <17> goto M18c]
        [if RN1 eq <18> goto M19d]
        [if RN1 eq <19> goto M20d]
        [if RN1 eq <20> goto M21d]
        [if RN1 eq <21> goto M22d]
        [if RN1 eq <22> goto M23d]
        [if RN1 eq <23> goto M24d]
```

Note: Only the first of the 24 randomizations is provided for better readability of the survey. The other randomizations are available upon request from the authors.

M1a

Please tell me the extent to which you agree or disagree with the following statements as I read them, using the following scale: disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly.

First, children must have milk for proper growth and development. Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?

- <1> DISAGREE STRONGLY
 - <2> DISAGREE SOMEWHAT
 - <3> NEITHER AGREE NOR DISAGREE
 - <4> AGREE SOMEWHAT
 - <5> AGREE STRONGLY
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

M1b

(Please tell me the extent to which you agree or disagree with the following statements as I read them.) [bold]

Next, milk is nutritious.[normal]

(Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?)

- <1> DISAGREE STRONGLY
 - <2> DISAGREE SOMEWHAT
 - <3> NEITHER AGREE NOR DISAGREE
 - <4> AGREE SOMEWHAT
 - <5> AGREE STRONGLY
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

M1c

(Please tell me the extent to which you agree or disagree with the following statements as I read them.) [bold]

Milk is natural. [normal]

(Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?)

- <1> DISAGREE STRONGLY
 - <2> DISAGREE SOMEWHAT
 - <3> NEITHER AGREE NOR DISAGREE
 - <4> AGREE SOMEWHAT
 - <5> AGREE STRONGLY
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

M1d

(Please tell me the extent to which you agree or disagree with the following statements as I read them.) [bold]

Milk is a pure product.[normal]

(Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?)

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED
- ==>[goto QMIL]

QMIL

In total, about how much milk is used by your household in an average week? [bold]

(ENTER NUMBER HERE, UNIT ON NEXT SCREEN) [normal]

- <0> NONE [goto LACT]
- <1-97>
- <98> DON'T KNOW [goto LACT]
- <99> REFUSED [goto LACT]

UNIT [no erase] [bold](ENTER UNIT HERE:)[normal]

- <1> PINT
- <2> QUART
- <3> 1/2 GALLON
- <4> GALLON
- <8> DON'T KNOW
- <9> REFUSED
- ==>

TYPE

What type of milk does your household use most, whole milk, low fat 2% milk, 1% milk, skim or non-fat milk, or what?

- <1> WHOLE MILK
- <2> LOW FAT (2%) MILK
- <3> 1% FAT MILK
- <4> SKIM (NON-FAT) MILK
- <5> OTHER
- <8> DON'T KNOW
- <9> REFUSED
- ==>

PRIM

About how much do you usually pay for milk ? (ENTER [bold]NUMBER OF CENTS
[normal]HERE, UNIT ON NEXT SCREEN)

<0> NONE [goto KDRI]
 <5-997> [bold]CENTS[normal]
 <998> DON'T KNOW [goto KDRI]
 <999> REFUSED [goto KDRI]
 ==>

UNI2 [no erase] [bold](ENTER UNIT HERE:)[normal]

<1> PINT
 <2> QUART
 <3> 1/2 GALLON
 <4> GALLON
 <8> DON'T KNOW
 <9> REFUSED
 ==>

KDRI

Do young children or teenagers drink most of the milk you buy?

<1> YES
 <2> NO
 <8> DON'T KNOW
 <9> REFUSED
 ==>

LACT

Are you or any of your household members lactose intolerant, that is, are unable to comfortably
digest dairy products?

<1> YES
 <2> NO
 <8> DON'T KNOW
 <9> REFUSED
 ==>

```

>ran2< [if RN2 eq <0> goto P1a]
        [if RN2 eq <1> goto P2a]
        [if RN2 eq <2> goto P3a]
        [if RN2 eq <3> goto P4a]
        [if RN2 eq <4> goto P5a]
        [if RN2 eq <5> goto P6a]
        [if RN2 eq <6> goto P7b]
        [if RN2 eq <7> goto P8b]
        [if RN2 eq <8> goto P9b]
        [if RN2 eq <9> goto P10b]
        [if RN2 eq <10> goto P11b]
        [if RN2 eq <11> goto P12b]
        [if RN2 eq <12> goto P13c]
        [if RN2 eq <13> goto P14c]
        [if RN2 eq <14> goto P15c]
        [if RN2 eq <15> goto P16c]
        [if RN2 eq <16> goto P17c]
        [if RN2 eq <17> goto P18c]
        [if RN2 eq <18> goto P19d]
        [if RN2 eq <19> goto P20d]
        [if RN2 eq <20> goto P21d]
        [if RN2 eq <21> goto P22d]
        [if RN2 eq <22> goto P23d]
        [if RN2 eq <23> goto P24d]

```

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P1a

Please tell me the extent to which you agree or disagree with the following statements as I read them, using the following scale: disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly.

First, children must have pork for proper growth and development. Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED

==>

P1b

(Please tell me the extent to which you agree or disagree with the following statements as I read them.) [bold]

Next, pork is nutritious.[normal]

(Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?)

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED

==>

P1c

(Please tell me the extent to which you agree or disagree with the following statements as I read them.) [bold]

Pork is natural. [normal]

(Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?)

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED

==>

P1d

(Please tell me the extent to which you agree or disagree with the following statements as I read them.) [bold]

Pork is a pure product.[normal]

(Do you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat, or agree strongly?)

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED

==>[goto ABIO]

ABIO

Now we would like to ask specifically about your attitudes regarding biotechnology and related agricultural applications.

As you may know, biotechnology refers to the use of technology to create new plant or animal species, or to create chemicals. In agriculture, biotechnology has been used to create new disease-resistant plants and to economically produce chemicals to increase farm production. Have you heard or read anything about agricultural use of biotechnology?

- <1> YES [goto OBIO]
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==> [goto PORB]

OBIO

Overall, do you or do you not approve of agricultural uses of biotechnology?

- <1> APPROVE
- <2> DISAPPROVE
- <8> DON'T KNOW
- <9> REFUSED
- ==>

[# need randomization here X2...rhl

[# ALTERNATE BEGINNING WITH RPGH (BLOCK=AWAREPGH-PURPORK) AND RBGH

[# BLOCK=AWAREBGH-OVERLAB)

PORB [if RN3 ge <5> goto ABGH] [#if RN3 is 5 or more ask rbgh questions first

APGH

Have you heard or read anything about the use of rpGH, a synthetic pork hormone used to stimulate the growth of hogs to produce leaner pork?

- <1> YES [goto SPGH]
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==>[goto IPGH]

IPGH

Porcine somatotropin (SO-MAT-O-TROP-IN), or rpGH, is a growth hormone, which when injected stimulates the growth rate of hogs. Its use causes reduced fat deposit and hence, leaner pork.

- <1> PRESS 1 TO CONTINUE
- ==>

SPGH

Although scientists have not discovered any ill health effects for humans from eating pork treated with rpGH, some consumers believe that the meat from treated pigs is not safe. How about you, do you share such concerns, or not?

- <1> YES, SHARE SUCH CONCERNS [goto LCRN]
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==> [goto EATP]

LCRN

Would you say you are concerned only a little, moderately concerned, or very concerned?

- <1> CONCERNED ONLY A LITTLE
- <2> MODERATELY CONCERNED
- <3> VERY CONCERNED
- <8> DON'T KNOW
- <9> REFUSED
- ==>

EATP

Do you or members of your household eat pork products?

- <1> YES [goto PPRK]
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==>[goto RTS1]

PPRK

Do you think you would purchase rpGH treated pork for you or your family if its use was approved by the FDA?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==>

RTS1 [if RN3 ge <5> goto LOCA] [#if we've already asked rbgh qs skip to locus question]

ABGH

Do you recall having heard or read anything about the use of a synthetic bovine growth hormone, commonly called bGH or bST, that is used by farmers to increase cows' milk production?

<1> YES [goto BINF]

<2> NO

<8> DON'T KNOW

<9> REFUSED

==>

[# randomize by 2, create a fill for this next item...rhl

FLL1 [allow 1] [#this eq 1 if we fill "injected"]
 [store <> in FLL1]

ADIJ [allow 12]
 [store <> in ADIJ]
 [if RN6 ge <5>]
 [store <injected> in ADIJ]
 [store <1> in FLL1]
 [else]
 [store <administered> in ADIJ]
 [endif]

ALTERNATE BETWEEN ADMINISTERED AND INJECTED

IBGH

Bovine somatotropin (SO-MAT-O-TROP-IN) (rbGH) is a growth hormone, which when [fill ADIJ] in fully grown, lactating cows increases their milk production, thereby improving dairy farm profits. The milk from cows given rbGH has the same product characteristics as the milk from untreated cows.

<1> PRESS 1 TO CONTINUE

==>

BINF

Now I want to read some statements about milk from cows treated with rbGH. As far as you know, I'd like you to tell me the extent to which you agree or disagree with the statements as I read them using the following scale: disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat or agree strongly.

<1> PRESS 1 TO CONTINUE

==>

str1 [allow 4]
 [store <> in str1]

```

rnd< [if RN4 le <99>]
    [store <BINA> in str1]
    [goto BINA]
[endif]
[if RN4 le <199>]
    [store <BINb> in str1]
    [goto BINb]
[endif]
[if RN4 le <299>]
    [store <BINc> in str1]
    [goto BINc]
[endif]
[if RN4 le <399>]
    [store <BIND> in str1]
    [goto BIND]
[endif]
[if RN4 le <499>]
    [store <BINE> in str1]
    [goto BINE]
[endif]
[if RN4 le <599>]
    [store <BINf> in str1]
    [goto BINf]
[endif]

```

RANDOMIZE THE ORDER OF ITEMS

BINA

Milk from cows treated with rbGH is just like milk from untreated cows.

(Would you say you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat or agree strongly with that statement?)

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED

==>

```
ee1 [if str1 eq <BINb> goto OBGH] [#if we started at BINb skip out
```


BINb

The long-run health implications of rbGH are not known.

(Would you say you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat or agree strongly with that statement?)

- <1> DISAGREE STRONGLY
 - <2> DISAGREE SOMEWHAT
 - <3> NEITHER AGREE NOR DISAGREE
 - <4> AGREE SOMEWHAT
 - <5> AGREE STRONGLY
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

ee2 [if str1 eq <BINc> goto OBGH]

BINc

Increasing milk production by farmers using rbGH has benefitted consumers.

(Would you say you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat or agree strongly with that statement?)

- <1> DISAGREE STRONGLY
 - <2> DISAGREE SOMEWHAT
 - <3> NEITHER AGREE NOR DISAGREE
 - <4> AGREE SOMEWHAT
 - <5> AGREE STRONGLY
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

ee3 [if str1 eq <BINd> goto OBGH]

BINd

bGH is naturally found in milk.

(Would you say you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat or agree strongly with that statement?)

- <1> DISAGREE STRONGLY
 - <2> DISAGREE SOMEWHAT
 - <3> NEITHER AGREE NOR DISAGREE
 - <4> AGREE SOMEWHAT
 - <5> AGREE STRONGLY
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

ee4 [if str1 eq <BINe> goto OBGH]

BINe

Treating cows with rbGH is not harmful to them.

(Would you say you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat or agree strongly with that statement?)

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED

==>

ee5 [if str1 eq <BINf> goto OBGH]

BINf

rbGH use has had negative economic effects on small dairy farms.

(Would you say you disagree strongly, disagree somewhat, neither agree nor disagree, agree somewhat or agree strongly with that statement?)

- <1> DISAGREE STRONGLY
- <2> DISAGREE SOMEWHAT
- <3> NEITHER AGREE NOR DISAGREE
- <4> AGREE SOMEWHAT
- <5> AGREE STRONGLY
- <8> DON'T KNOW
- <9> REFUSED

==>

ee6 [if str1 ne <BINa> goto BINa] [#if we didn't start at the beginning we go back]

OBGH

Overall, what is your opinion about treating cows with rbGH to increase their milk production.
Would you say it was a poor idea, fair idea, good idea or an excellent idea?

- <1> POOR IDEA
- <2> FAIR IDEA
- <3> GOOD IDEA
- <4> EXCELLENT IDEA
- <8> DON'T KNOW
- <9> REFUSED

==>

LRKB

Some consumers are further concerned that although there are currently no known human ill health effects associated with consuming milk from rbGH-treated cows, that ill health effects may [bold]LATER[normal] be discovered. How about you, do you share such concerns, or not?

- <1> YES, SHARE SUCH CONCERNS
- <2> NO [goto RSKB]
- <8> DON'T KNOW
- <9> REFUSED
- ====>

LCON

Would you say you are concerned only a little, moderately concerned, or very concerned?

- <1> CONCERNED ONLY A LITTLE
- <2> MODERATELY CONCERNED
- <3> VERY CONCERNED
- <8> DON'T KNOW
- <9> REFUSED
- ====>

RSKB

Although the U.S. Food and Drug Administration has stated that there are no ill health effects for humans associated with consuming dairy products made of milk from rbGH treated cows, some consumers believe that rbGH-treated cows' milk is not safe. How about you, do you share such concerns, or not?

- <1> YES, SHARE SUCH CONCERNS
- <2> NO [goto FLL2]
- <8> DON'T KNOW
- <9> REFUSED
- ====>

SCON

Would you say you are concerned only a little, moderately concerned, or very concerned?

- <1> CONCERNED ONLY A LITTLE
- <2> MODERATELY CONCERNED
- <3> VERY CONCERNED
- <8> DON'T KNOW
- <9> REFUSED
- ====>

RANDOMLY USE ADMINISTERING/INJECTING
 ADD FLAG VARIABLE=1 IF QUESTION WORDED USING "INJECTING"

```
FLL2 [allow 13]
      [store <> in FLL2]
      [if RN6 ge <5>]
        [store <injecting> in FLL2]
      [else]
        [store <treating> in FLL2]
      [endif]
```

DRES

Since February of 1994, it has been legal for farmers to increase their cows' milk production by [fill FLL2] them with rbGH. How, if at all, has the approval of rbGH's use influenced the amount of milk you buy?

- <1> INCREASE THE AMOUNT OF MILK YOU BUY FOR YOUR HOUSEHOLD [goto OVLB]
 - <2> NO CHANGE IN YOUR MILK PURCHASE [goto OVLB]
 - <3> DECREASE THE AMOUNT OF MILK YOU BUY FOR YOUR HOUSEHOLD [goto SUBS]
 - <4> STOP BUYING MILK ALTOGETHER [goto SUBS]
 - <8> DON'T KNOW [goto OVLB]
 - <9> REFUSED [goto OVLB]
- ==>

SUBS

Have you substituted other products for milk?

- <1> YES
 - <2> NO
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

OVLB

Do you think milk should be labeled in such a way that you could distinguish between milk from treated and untreated cows?

- <1> YES
 - <2> NO
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

PURL

In your area are there food stores where you can purchase milk from untreated cows?

- <1> YES
- <2> NO [goto PRF1]
- <8> DON'T KNOW [goto PRF1]
- <9> REFUSED [goto PRF1]
- ==>

KNOA

Among all the stores where you purchase food, what indications do you have that the milk is from untreated cows?

Is it store policy?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==>

KNOB

(Among all the stores where you purchase food, what indications do you have that the milk is from untreated cows?)

Is the milk from untreated cows labelled?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==>

KNOC

(Among all the stores where you purchase food, what indications do you have that the milk is from untreated cows?)

Is it the policy of the brand (dairy company)?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==>

KNOD

(Among all the stores where you purchase food, what indications do you have that the milk is from untreated cows?)

Is the milk labelled organic?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==>

KNOE

(Among all the stores where you purchase food, what indications do you have that the milk is from untreated cows?)

Are there any other indications that milk is from untreated cows?

- <1> YES (ENTER RESPONSE FOLLOWED BY //)[specify]
- <2> NO
- ==>

PRDF

Is there a price difference between the milk from treated and untreated cows?

- <1> YES
- <2> NO [goto PRF1]
- <8> DON'T KNOW [goto PRF1]
- <9> REFUSED [goto PRF1]
- ==>

EXPV

Which is more expensive, milk from the treated or untreated cows?

- <1> TREATED
- <2> UNTREATED
- <8> DON'T KNOW
- <9> REFUSED
- ==>

PRF1

Do you have a preference for whether the milk you buy comes from rBGH-treated cows, or not?

- <1> YES
- <2> NO [#goto LOCU][goto RTS2]
- <8> DON'T KNOW [#goto LOCU][goto RTS2]
- <9> REFUSED [#goto LOCU][goto RTS2]
- ==>

PRF2

Which do you prefer, milk from the treated or untreated cows?

- <1> TREATED
- <2> UNTREATED
- <3> NO PREFERENCE
- <8> DON'T KNOW
- <9> REFUSED

Test [if PRF2 eq <1>]

[if PURL eq <1> goto LPBB] [#prefer from treated and store in area

[endif]

[if PRF2 eq <2>]

[if PURL eq <1> goto LPBA] [#prefer from untreated and store in area

[endif]

[#goto LOCU][goto RTS2]

LPBA

Do you usually purchase milk identified as coming from nontreated cows, or not?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==> [goto FCTR]

LPBB

Do you usually purchase milk identified as coming from treated cows, or not?

- <1> YES
- <2> NO
- <8> DON'T KNOW
- <9> REFUSED
- ==> [#goto LOCU][goto RTS2]

FCTR

Please express how important the following factors are in explaining your preference for untreated cows milk.

First...

- <1> ENTER 1 TO CONTINUE
- ==>

str2 [allow 4]

[store <> in str2]

```

rnd5 [if RN5 le <99>]
      [store <FCTa> in str2]
      [goto FCTa]
[endif]
[if RN5 le <199>]
      [store <FCTb> in str2]
      [goto FCTb]
[endif]
[if RN5 le <299>]
      [store <FCTc> in str2]
      [goto FCTc]
[endif]

```

parts d, e, and f were deleted per pi's ejw

```

[if RN5 le <399>]
      [store <FCTg> in str2]
      [goto FCTg]
[endif]
[if RN5 le <499>]
      [store <FCTh> in str2]
      [goto FCTh]
[endif]

```

FCTa

Concern about potential ill health effects for yourself.

(Would you say this is of no importance, of little importance, moderately important or very important to you?)

```

<1> OF NO IMPORTANCE
<2> OF LITTLE IMPORTANCE
<3> MODERATELY IMPORTANT
<4> VERY IMPORTANT
<8> DON'T KNOW
<9> REFUSED
==>

```

```

ffl [if str2 eq <FCTb> goto RTS2] [#if we started at b skip out

```

FCTb

Concern about potential ill health effects for your children.

(Would you say this is of no importance, of little importance, moderately important or very important to you?)

- <1> OF NO IMPORTANCE
- <2> OF LITTLE IMPORTANCE
- <3> MODERATELY IMPORTANT
- <4> VERY IMPORTANT
- <8> DON'T KNOW
- <9> REFUSED
- ==>

ff2 [if str2 eq <FCTc> goto RTS2]

FCTc

Concern for small farmers' economic survival.

(Would you say this is of no importance, of little importance, moderately important or very important to you?)

- <1> OF NO IMPORTANCE
- <2> OF LITTLE IMPORTANCE
- <3> MODERATELY IMPORTANT
- <4> VERY IMPORTANT
- <8> DON'T KNOW
- <9> REFUSED
- ==>

ff6 [if str2 eq <FCTg> goto RTS2]

FCTg

Concern for dairy product surpluses.

(Would you say this is of no importance, of little importance, moderately important or very important to you?)

- <1> OF NO IMPORTANCE
- <2> OF LITTLE IMPORTANCE
- <3> MODERATELY IMPORTANT
- <4> VERY IMPORTANT
- <8> DON'T KNOW
- <9> REFUSED
- ==>

ff7 [if str2 eq <FCTh> goto RTS2]

FCTh

Concern for the economic motivation of the manufacturers of biotechnology.
(Would you say this is of no importance, of little importance, moderately important or very important to you?)

- <1> OF NO IMPORTANCE
- <2> OF LITTLE IMPORTANCE
- <3> MODERATELY IMPORTANT
- <4> VERY IMPORTANT
- <8> DON'T KNOW
- <9> REFUSED

==>

ff8 [if str2 ne <FCTa> goto FCTa] [#if we didn't start at "a", go back

RTS2 [if RN3 ge <5> goto APGH] [#if we first did rbgh qs now we need to do the pork qs]

LOCA

Now I'm going to read two statements regarding public issues about which some people agree and others disagree. Please give us your own opinion about these items. Would you say you strongly agree, agree, disagree, or strongly disagree?

First, I worry about the future that today's children are facing.
(Do you strongly agree, agree, disagree, or strongly disagree?)

- <1> STRONGLY AGREE
- <2> AGREE
- <3> DISAGREE
- <4> STRONGLY DISAGREE
- <8> DON'T KNOW
- <9> REFUSED

==>

LOCB

(Now I'm going to read two statements regarding public issues about which some people agree and others disagree. Please give us your own opinion about these items. Would you say you strongly agree, agree, disagree, or strongly disagree?)

More and more, I feel helpless in the face of what's happening in the world today.
(Do you strongly agree, agree, disagree, or strongly disagree?)

- <1> STRONGLY AGREE
- <2> AGREE
- <3> DISAGREE
- <4> STRONGLY DISAGREE
- <8> DON'T KNOW
- <9> REFUSED

==>

GRA1

Please express the extent to which you identify with the following groups:

First, environmentalists, those who wish to protect our natural resources.
Would you say you identify with them strongly, somewhat, or not at all?

- <1> NOT AT ALL
- <2> SOMEWHAT
- <3> STRONGLY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

GRA2

(Please express the extent to which you identify with the following groups:)

Religious groups who believe in a strict interpretation of the Bible.
Would you say you identify with them strongly, somewhat, or not at all?

- <1> NOT AT ALL
- <2> SOMEWHAT
- <3> STRONGLY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

GRA3

(Please express the extent to which you identify with the following groups:)

Animal rights groups, those who oppose using animals in experimental studies.
Would you say you identify with them strongly, somewhat, or not at all?

- <1> NOT AT ALL
- <2> SOMEWHAT
- <3> STRONGLY
- <8> DON'T KNOW
- <9> REFUSED
- ==>

POP

Your responses to these last few questions are important for our statistical analysis. In our report, information will be summarized for all respondents; never any one person's response.

What is the population of the community you live in? Is it less than 2,500, 2,500 to less than 10,000, 10,000 to less than 50,000, 50,000 to less than 100,000, 100,000 to less than 500,000, 500,000 to less than 1 million, or 1 million or more?

- <1> LESS THAN 2,500
 - <2> 2,500 - 9,999
 - <3> 10,000 - 49,999
 - <4> 50,000 - 99,999
 - <5> 100,000 - 499,999
 - <6> 500,000 - 999,999
 - <7> 1 MILLION OR MORE
 - <8> DON'T KNOW
 - <9> REFUSED
- ==>

EDUC

The next questions are about your education. Do you have a high school diploma ?

[bold](INTERVIEWER : G.E.D. OR OTHER H.S. EQUIVALENCY, CODE AS YES.)[normal]

- <1> YES [## label = High School Diploma]
 - <2> NO [goto EDU5]
 - <8> DON'T KNOW [goto AGE]
 - <9> REFUSED [goto AGE]
- ==>

EDU2

Did you ever attend a college, university, vocational, or technical school ?

- <1> YES [## label = Post Secondary School]
 - <2> NO [goto AGE]
 - <8> DON'T KNOW [goto AGE]
 - <9> REFUSED [goto AGE]
- ==>

EDU3

Do you have a degree or diploma from a college, university, vocational, or technical school?

- <1> YES [## label = Post Secondary Degree]
 - <2> NO [goto AGE]
 - <8> DON'T KNOW [goto AGE]
 - <9> REFUSED [goto AGE]
- ==>

EDU4

What is your highest degree ?

- <1> ASSOCIATE DEGREE [## label = Highest Degree]
- <2> BACHELORS DEGREE (eg : BA, AB, BS)
- <3> MASTERS DEGREE (eg : MA, MS, MEng, MSW, MEd, MBA)
- <4> DOCTORAL DEGREE (eg : PhD, EdD)
- <5> PROFESSIONAL DEGREE (eg : MD, DDS, DVM, LLB, JD)
- <0> OTHER (SPECIFY, FOLLOWED BY /// :)[specify]
- <8> DON'T KNOW
- <9> REFUSED
- ====> [goto AGE]

EDU5

What was the highest grade of school that you completed ?

- [##et] [## label = Highest Grade Completed]
- <0-11> GRADES 0 to 11 [goto AGE]
- <97> OTHER
- <98> DON'T KNOW [goto AGE]
- <99> REFUSED [goto AGE]
- ====>

E50S [no erase] [allow 3]

(DESCRIBE R'S SCHOOLING HERE :)

(ENTER TEXT FOLLOWED BY ///)

- [##et] [## label = Description of Schooling]
- ====> [specify]

AGE

In what year were you born?

- <00-77> 1900 TO 1977
- <98> DON'T KNOW
- <99> REFUSED
- ====>

MARS

What is your marital status--are you [bold]CURRENTLY[normal] married, widowed, divorced, living with a partner, separated or never married?

- <1> MARRIED
- <2> WIDOWED
- <3> DIVORCED
- <4> LIVING WITH A PARTNER
- <5> SEPARATED
- <6> NEVER MARRIED
- <8> DON'T KNOW
- <9> REFUSED
- ==>

HHSZ

How many persons live in your household...[bold]counting all adults and children and INCLUDING yourself?[normal]

- <1-15> ONE THROUGH FIFTEEN PEOPLE IN HH
- <16> MORE THAN FIFTEEN PEOPLE
- <98> DON'T KNOW [goto INC]
- <99> REFUSED [goto INC]
- ==>

ONEP [if HHSZ eq <1> goto INC] [#don't need to ask about kids if r is only person in hh]

KIDS

Do any children under 18 years of age live in your household?

- <1> YES
- <2> NO [goto INC]
- ==>

KID7

How many, if any, children 7 to 17 years of age live in your household?

- <0-15> ZERO THROUGH FIFTEEN
- <98> DON'T KNOW
- <99> REFUSED
- ==>

KID6

How many, if any, children 6 years of age or younger live in your household?

<0-15> ZERO THROUGH FIFTEEN

<98> DON'T KNOW

<99> REFUSED

==>

```

adc [if HHSZ gt <15> goto TMKD]
    [if KID7 gt <15> goto TMKD]
    [if KID6 gt <15> goto TMKD]
    [if KIDS eq <1>]
        [if KID7 eq <0>]
            [if KID6 eq <0>]
                [store <> in PROB]
                [goto PROB] [#if they say yes, kids, then
                    [#give number as 0, we have a
                    [#problem (PROB in in the end)
            [endif]
        [endif]
    [endif]
[goto ADCK]

```

IF KIDS=1 THEN ASK THIS QUESTION - if no kids we're not even in this series ejw.

kdck

```

[if ADCK gt <1>]          [#this will blank tmkd out if we increase
    [store <> in TMKD]    [#number of adults in hh
[endif]
[if ADCK eq <1>]          [#if only one adult in hh (R)
    [if KIDS eq <1>]      [#then we don't need to ask
        [store <1> in TMKD] [#TMKD. Lydia asked that we
        [goto INC]
    [endif]              [#store 1 if this is so.
[endif]                  [#2/23/95 ejw

```

TMKD

If you consider, overall, the amount of time adults in your household spend caring for children who live in the household, who spends the most time? You, another household member, or is it equal?

<1> SELF

<2> OTHER

<3> EQUAL

<8> DON'T KNOW

<9> REFUSED

==>

INC

And, just roughly, what was YOUR HOUSEHOLD'S total income, from all sources, in the past 12 months, BEFORE TAXES ?

<100-9999999> \$100 to \$9,999,999 [goto ETHN]

<8> DON'T KNOW

<9> REFUSED

==>

T11 [if INC eq <9>]
 [store <would> in 892b]
 [else]
 [if INC eq <8>]
 [store <could> in 892b]
 [endif]
 [endif]

POV1 [allow 6]
 [store <> in POV1]

POV2 [allow 6]
 [store <> in POV2]

POV3 [allow 6]
 [store <> in POV3]

INFL [if HHSZ eq <1>]
 [store <7,470> in POV1] [#base poverty level]
 [store <9,711> in POV2] [#base x 1.3]
 [store <11,952> in POV3] [#base x 1.6]
 [goto INCA]
 [endif] [#updated 2/23/95 ejw]
 [if HHSZ eq <2>]
 [store <10,030> in POV1]
 [store <13,039> in POV2]
 [store <16,048> in POV3]
 [goto INCA]
 [endif]
 [if HHSZ eq <3>]
 [store <12,590> in POV1]
 [store <16,367> in POV2]
 [store <20,144> in POV3]
 [goto INCA]
 [endif]
 [if HHSZ eq <4>]
 [store <15,150> in POV1]
 [store <19,695> in POV2]
 [store <24,240> in POV3]
 [goto INCA]

```

[endif]
[if HHSZ eq <5>]
    [store <17,710> in POV1]
    [store <23,023> in POV2]
    [store <28,336> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <6>]
    [store <20,270> in POV1]
    [store <26,351> in POV2]
    [store <32,432> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <7>]
    [store <22,830> in POV1]
    [store <29,679> in POV2]
    [store <36,528> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <8>]
    [store <25,390> in POV1]
    [store <33,007> in POV2]
    [store <40,624> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <9>]
    [store <27,950> in POV1]
    [store <36,335> in POV2]
    [store <44,720> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <10>]
    [store <30,510> in POV1]
    [store <39,663> in POV2]
    [store <48,816> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <11>]
    [store <33,070> in POV1]
    [store <42,991> in POV2]
    [store <52,912> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <12>]
    [store <35,630> in POV1]
    [store <46,319> in POV2]
    [store <57,008> in POV3]
    [goto INCA]

```



```

[endif]
[if HHSZ eq <13>]
    [store <38,190> in POV1]
    [store <49,647> in POV2]
    [store <61,104> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <14>]
    [store <40,750> in POV1]
    [store <52,975> in POV2]
    [store <65,200> in POV3]
    [goto INCA]
[endif]
[if HHSZ eq <15>]
    [store <43,310> in POV1]
    [store <56,303> in POV2]
    [store <69,296> in POV3]
    [goto INCA]
[endif]
[if HHSZ gt <15> goto INCT] [#if don't know how many people or > 15
                             [#goto the general category question

```

INCA

Then [fill 892b] you tell me whether YOUR HOUSEHOLD'S total income, from all sources, in the past 12 months was above or below \$[fill POV1]?

```

<1> ABOVE $[fill POV1] [goto INCB]
<2> BELOW $[fill POV1]
<3> EXACTLY $[fill POV1]
<8> DON'T KNOW
<9> REFUSED
==> [goto ETHN]

```

INCB

Was YOUR HOUSEHOLD'S total income, from all sources, in the past 12 months was above or below \$[fill POV2]?

```

<1> ABOVE $[fill POV2] [goto INCC]
<2> BELOW $[fill POV2]
<3> EXACTLY $[fill POV2]
<8> DON'T KNOW
<9> REFUSED
==> [goto ETHN]

```

INCC

Was YOUR HOUSEHOLD'S total income, from all sources, in the past 12 months was above or below \$[fill POV3]?

- <1> ABOVE \$[fill POV3]
- <2> BELOW \$[fill POV3]
- <3> EXACTLY \$[fill POV3]
- <8> DON'T KNOW
- <9> REFUSED
- ==> [goto ETHN]

INCT

Then [fill 892b] you tell me in which of the following GROUPS YOUR HOUSEHOLD'S total income, from all sources, in the past 12 months, BEFORE TAXES falls ?

Was it less than \$10,000,
\$10,000 to less than \$20,000, \$20,000 to less than \$30,000,
\$30,000 to less than \$40,000, \$40,000 to less than \$50,000,
\$50,000 to less than \$60,000, or \$60,000 or more ?

- <0> LESS THAN \$10,000
- <1> \$10,000 - \$19,999
- <2> \$20,000 - \$29,999
- <3> \$30,000 - \$39,999
- <4> \$40,000 - \$49,999
- <5> \$50,000 - \$59,999
- <6> \$60,000 OR MORE
- <8> DON'T KNOW
- <9> REFUSED
- ==>

ETHN

Is your race White, Black, Asian, American Indian, or what ?

- <1> WHITE
- <2> BLACK [goto tm2]
- <3> ASIAN [goto tm2]
- <4> AMERICAN INDIAN [goto tm2]
- <0> OTHER (SPECIFY, FOLLOWED BY ///): [specify] [goto tm2]
- <8> DON'T KNOW [goto tm2]
- <9> REFUSED [goto tm2]
- ==>

HISP

Are you of Hispanic origin such as Mexican-American, Latin American, Puerto Rican, or Cuban?

<1> YES

<2> NO

<8> DON'T KNOW

<9> REFUSED

==>



or

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